

# Maggie Campbell

## USER EXPERIENCE DESIGNER

### CONTACT ME

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## EDUCATION

### BACHELORS OF ARTS

2003 - 2007 / Gonzaga University

### UX/UI CONTINUING EDUCATION

2018 / University of California, Irvine

## TECHNICAL

- User Research
- User Interviews
- User Personas
- Prototyping
- Iconography
- Typography
- User Interface
- Decision Diagramming
- Information Architecture
- User Acceptance Testing (UAT)
- Storytelling
- Journey Mapping
- Wireframes
- HTML/CSS
- JS/jQuery
- Agile
- PMBOK

## TOOLS

- Illustrator
- Figma
- Sketch
- Photoshop
- InDesign
- Camtasia
- InVision
- Webflow
- Canva
- HTML/CSS
- JS/jQuery

## WHY ME

With a passion for people, human-centered problem-solving and cracking any culture code, I strengthen teams by empowering others. I encourage the best in clients, team members, and leadership. You'll recognize me immediately from my authenticity, my enthusiasm, and my unbridled joy.

## EXPERTISE & SKILLS

### PERSONAL

- Collaborative gaming
- Clicker training dogs
- Writing sweeping prose
- Making friends everywhere

### PROFESSIONAL

- Asking the right questions
- Tonality and Brand design
- Cutting through chaos
- Summarizing & following up

## WORK EXPERIENCE

2015 - Present  
**electric duck designs**  
My kitchen, CA

- DESIGNER SIDE HUSTLE
- User Research, Insights, Branding
- Website, business card, and collateral design
- Information architecture and copy writing
- Client references available upon request

2013 - Present  
**Project Insight**  
Costa Mesa, CA

- PRODUCT CHAMPION
- Product roadmap, product interface, & interaction designs per user interviews
- Designed in-app feedback model that increased average user feedback by 900% vs previous email campaigns
- "Ticket to UI improvement initiative" resulted in 63% reduction in backlog tickets
- Lead Sprint meetings
- Usability writer for product support content on our public website, blogs, social media, etc.
- User engagement interface campaign increased user Help Center engagement by 33%
- Research, test, and advise on industry software trends, behaviors, and practices
- Scope and design integrations, custom reporting, and new features

2008 - 2013  
**Chase Bank**  
Laguna Niguel, CA

- ASSISTANT BRANCH MANAGER
- Promoted from Teller to Sales Assistant to Assistant Branch Manager
- Managed 18 employees for accuracy and sales
- Delivered corrective action and performance reviews
- Built long-lasting customer relationships
- Encouraged career development and created personal action plans with employees